

Business intelligence in action

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Business intelligence in action Number: Lecturer: Business intelligence in action I personally feel that privacy is something that is crucial. There are a lot of hidden details that Facebook users still are not aware. I agree with the video narrative that privacy has been completely sent to the wind. Personal information is carelessly handled by Facebook. A lot of companies are paying Facebook owners so that our information is accessed. This is uncalled for, and I feel that users should be made aware. I feel that Facebook users are taken advantage of because of their need and desire to connect socially. Most of the Facebook users are not aware of where their information has reached (Vitt, Luckevich, & Misner , 2010).

The data that companies will try to seek is the preferences of many things that Facebook users have towards products and services. This information will enable the business make more money as they will strive to provide this. Most of the information that companies target are the private information and tastes of individuals. Individual browsing history will be tracked (Vitt, Luckevich, & Misner , 2010).

From the information, Facebook is considered to be bad. One way in which this is taken is that Facebook does not inform the users that they are using their private information. Another thing is that Facebook shares Facebook users' profile information without the consent of the users (Vitt, Luckevich, & Misner , 2010).

BI puts our privacy at risk than before. We are no longer safe with the information we give on Facebook. We do not know who else will get access to this information. Information we give might be used to incriminate us because we do not know who else will get this information.

Five years from now, BI will be more in trouble than now. As people advance to more connectivity than the way they are now, there is more risk to their privacy.

References

Vitt, E., Luckevich, M., & Misner, S. (2010). Business Intelligence. New York: OReilly Media, Inc.